

Fig. 1

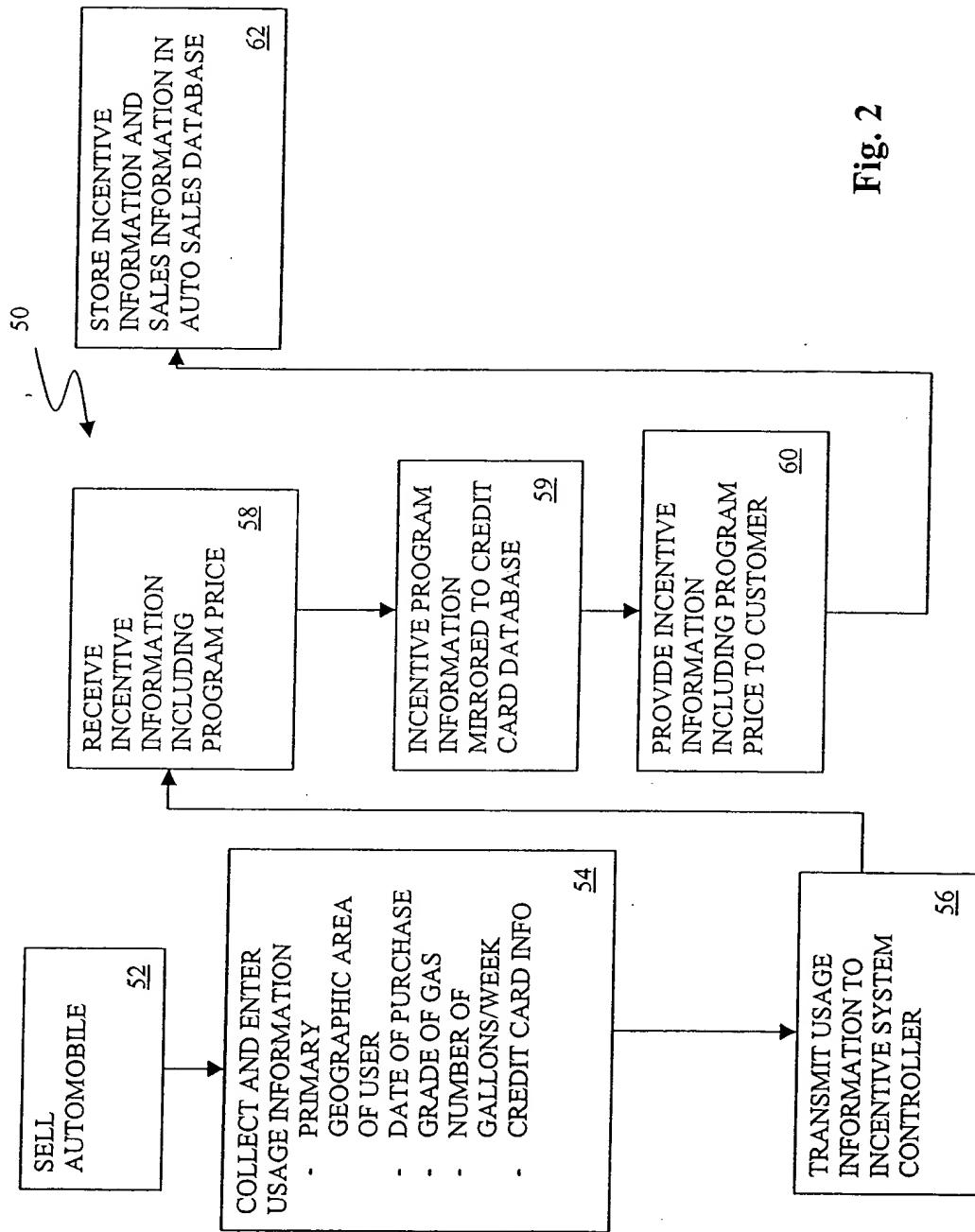


Fig. 2

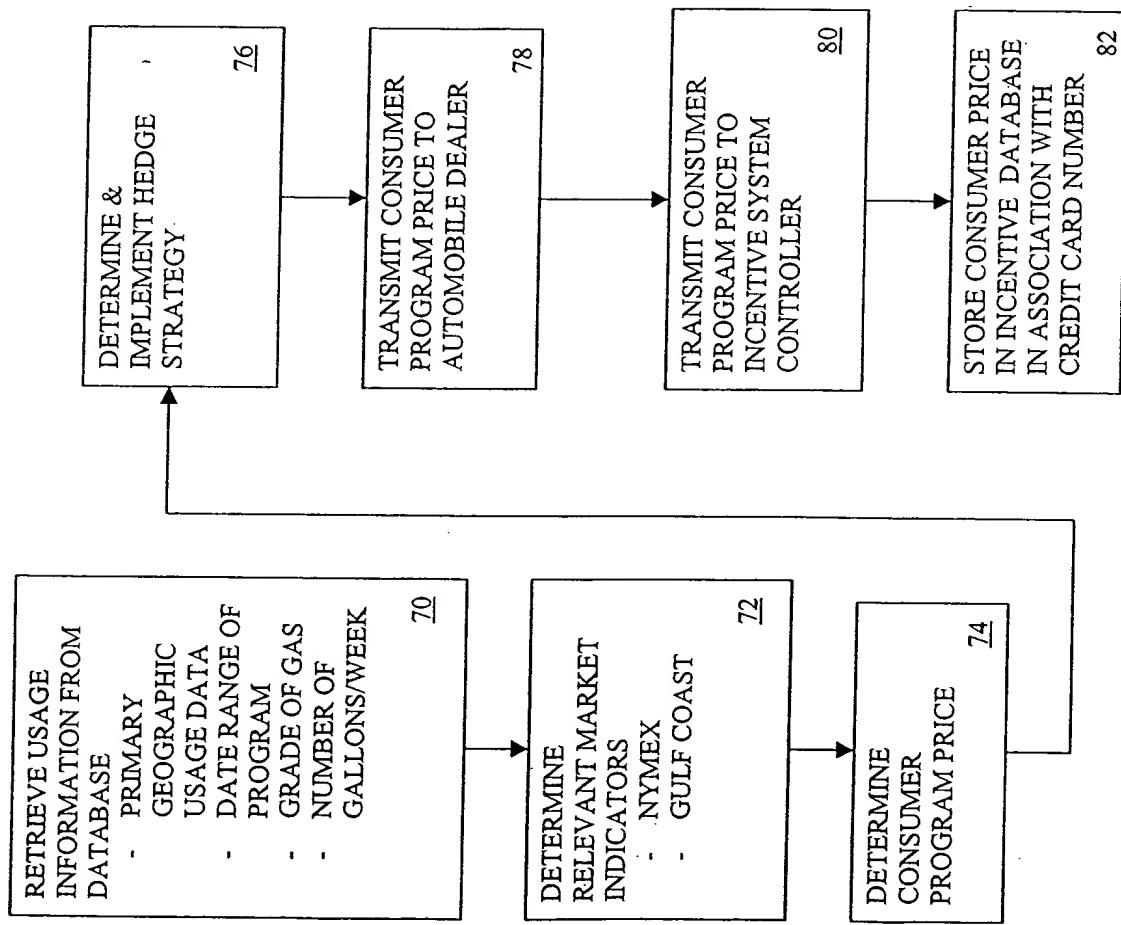


Fig. 3

90

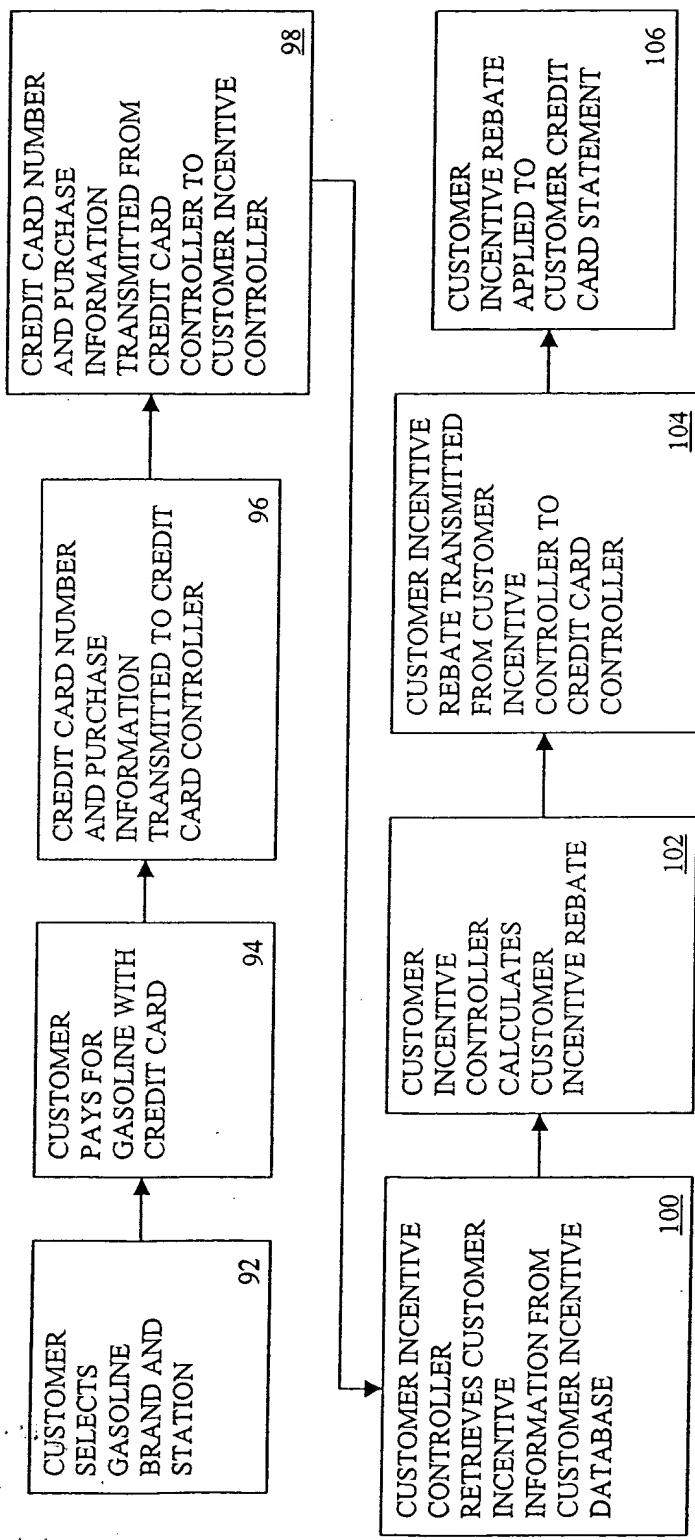


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GAS QUANTITY	PROGRAM PRICE	GALLONS USED THIS MONTH	DATE INFORMATION
JOHN SMITH	123-4567-8910	89 OCTANE BRAND A	40 GALLONS/MONTH	\$1.50	15	PURCHASE DATE, PROGRAM DATE RANGE
JANE DOE	234-5678-9101	90 OCTANE BRAND A	100 GALLONS/MONTH	\$1.60	40	PURCHASE DATE, PROGRAM DATE RANGE

Fig. 5

D E S C R I P T I O N

GASOLINE PURCHASE DATABASE RECORD 40

40A	40B	40C	40D	40E	40F
CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GALLONS OF GAS PURCHASED	RETAIL PUMP PRICE	TAXES
41A JOHN SMITH	123-4567-8910	89	10	\$2.00/GALLON	\$0.15/GALLON
41B JANE DOE	234-5678-9101	90	20	\$2.25/GALLON	\$0.20/GALLON

Fig. 6

AUTOMOBILE SALES DATABASE RECORD 44

CUSTOMER NAME		CUSTOMER INFORMATION & CREDIT CARD NUMBER	CUSTOMER INCENTIVE INFORMATION	INCENTIVE DATE INFORMATION	AUTOMOBILE SALES INFORMATION
JOHN SMITH	123-4567-8910		89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z
JANE DOE	234-5678-9101		90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L

Fig. 7

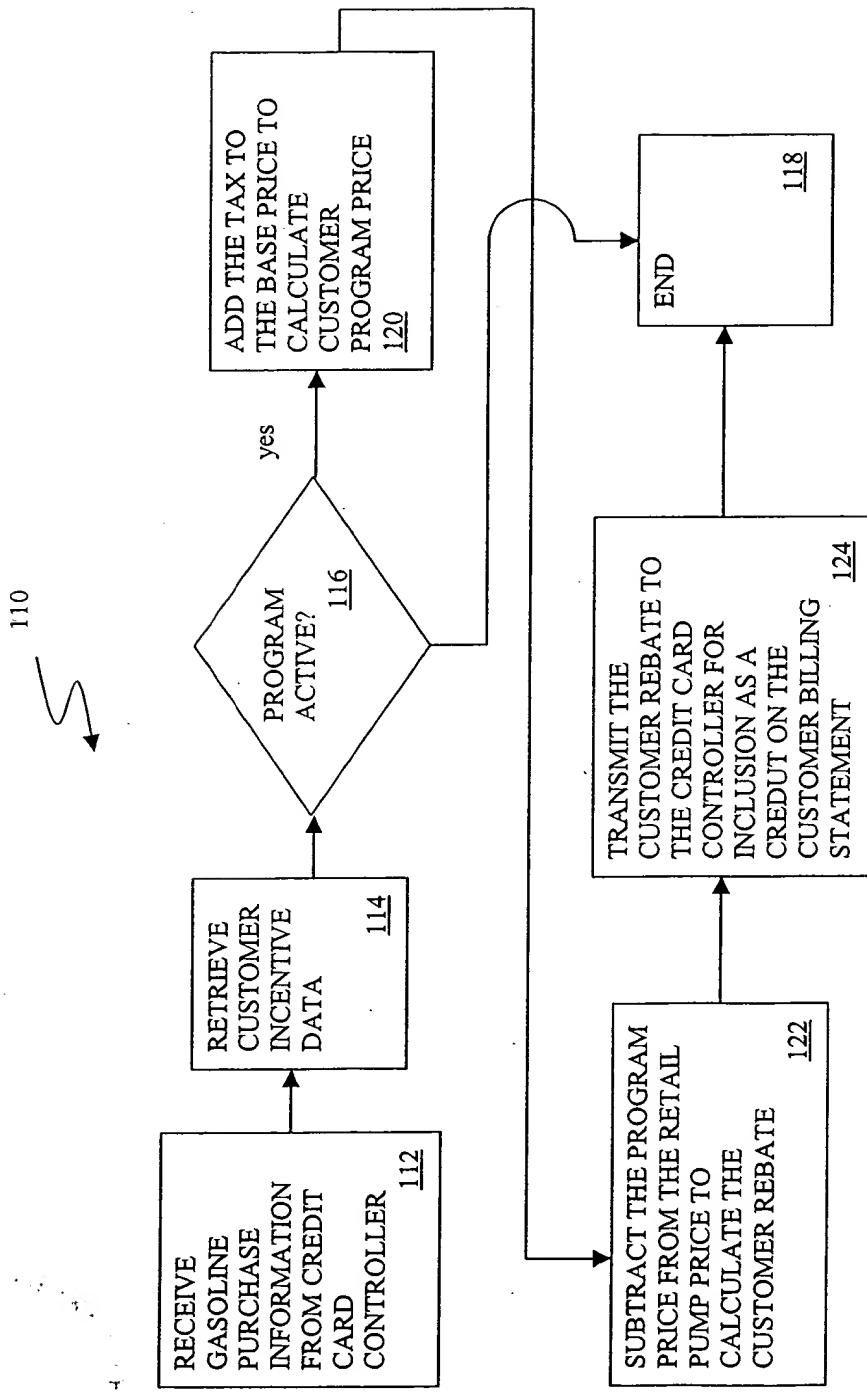


Fig. 8

SAMPLE CALCULATION SPREADSHEET 111

VARIABLE	COST OR QUANTITY	DESCRIPTION OF VARIABLE OR CALCULATION
112' GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
114' PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120' TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122' REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE

The diagram shows arrows originating from the bottom row of the table and pointing upwards towards the corresponding variables in the top row. Specifically, there are four curved arrows: one from '120' to '112', one from '122' to '114', one from '120' to '112', and one from '122' to '112'. These arrows indicate a flow or dependency from the calculated values in the bottom row back up to the input variables in the top row.

Fig. 9

32A 32B 32C 32D 32E

CREDIT CARD DATABASE RECORD 32

CUSTOMER NAME	CUSTOMER CREDIT CARD INFORMATION	INCENTIVE PROGRAM MEMBER?	INCENTIVE PROGRAM INFORMATION	OTHER CUSTOMER INFORMATION
JOHN SMITH	123-4567-8910	YES	AUTOMOBILE MANUFACTURER A	ADDRESS, ACCOUNT INFORMATION, ETC.
JANE DOE	234-5678-9101	YES	AUTOMOBILE MANUFACTURER A	ADDRESS, ACCOUNT INFORMATION, ETC.

Fig. 10